

## ORDER



**Orders**  
**Order / Rev:** 721564  
**Alt Order #:** 06368389  
**Product Desc:** MCCRORY FOR GOVERNOR  
**Estimate:** C15C21  
**Flight Dates:** 10/15/12 - 10/21/12  
**Original Date / Rev:** 10/10/12 / 10/10/12  
**Order Type:** Political

**WFMY-TV**

**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** McCrory for NC Governor  
**Demographic:** A35+  
**Product Codes:** PL-Governor  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	87	\$19,670.00	\$16,719.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	87	\$19,670.00	\$16,719.50	0.00
<b>Totals</b>	<b>87</b>	<b>\$19,670.00</b>	<b>\$16,719.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/15/12	10/19/12	M-F 430-5a Good Morning Show	CM	430-5a	11111--	:30	5	\$15.00	P-4	0.00	NM	5	\$75.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--			5			\$15.00		0.00			
E 2	WFMY	10/15/12	10/19/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	22222--	:30	10	\$55.00	P-4	0.00	NM	10	\$550.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	22222--			10			\$55.00		0.00			
E 3	WFMY	10/15/12	10/19/12	M-F 6-8a Good Morning Show	CM	6-8a	22222--	:30	10	\$130.00	P-3	0.00	NM	10	\$1,300.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	22222--			10			\$130.00		0.00			
E 4	WFMY	10/15/12	10/19/12	CBS This Morning CBS This Morning	CM	8-10a	11111--	:30	5	\$60.00	P-3	0.00	NM	5	\$300.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--			5			\$60.00		0.00			
E 5	WFMY	10/15/12	10/19/12	M-F 10-11a 10-11a	CM	10-11a	22-22--	:30	8	\$75.00	P-3	0.00	NM	8	\$600.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	22-22--			8			\$75.00		0.00			

Order / Rev: 721564  
 Alt Order #: 06368389  
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: McCrory for NC Governor  
 Product Desc: MCCRORY FOR GOVERNOR  
 Estimate: C15C21  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WFMY	10/15/12	10/19/12	M-F 10-11a 10-11a	CM	10-11a	22-22--	:30	8	\$75.00	P-3	0.00	NM	8	\$600.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	22-22--	8		\$75.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WFMY	10/18/12-10/18/12		M-F 10-11a		10-11a	(10:00 AM-10:29--Th----	:30		\$75.00		0.00	NM		
4	WFMY	10/19/12-10/19/12		M-F 10-11a		10-11a	(10:00 AM-10:29----F----	:30		\$75.00		0.00	NM		
7	WFMY	10/19/12-10/19/12		M-F 10-11a		10-11a	(10:00 AM-10:29----F----	:30		\$75.00		0.00	NM		
8	WFMY	10/18/12-10/18/12		M-F 10-11a		10-11a	(10:00 AM-10:29--Th----	:30		\$75.00		0.00	NM		
E 6	WFMY	10/17/12	10/17/12	M-F 10-11a 10-11a	CM	10-11a	--W----	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$75.00		0.00						
E 7	WFMY	10/15/12	10/19/12	News2 at Noon News2 at Noon	CM	12-1230p	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	11111--	5		\$200.00		0.00						
E 8	WFMY	10/15/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4-5p	1-1-1--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-1-1--	3		\$100.00		0.00						
E 9	WFMY	10/15/12	10/19/12	News 2 at 5 News 2 at 5	CM	5-530p	11111--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	11111--	5		\$225.00		0.00						
E 10	WFMY	10/15/12	10/19/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	11111--	5		\$350.00		0.00						
E 11	WFMY	10/15/12	10/19/12	News 2 at 6 News 2 at 6	CM	6-630p	11111--	:30	5	\$525.00	P-2	0.00	NM	5	\$2,625.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	11111--	5		\$525.00		0.00						
E 12	WFMY	10/15/12	10/19/12	M-F 7-730p Wheel of Fortune	CM	7-730p	11111--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	11111--	5		\$550.00		0.00						
E 13	WFMY	10/15/12	10/19/12	M-F 730-8p Jeopardy	CM	730-8p	11111--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	11111--	5		\$550.00		0.00						
E 14	WFMY	10/15/12	10/21/12	News 2 at 11 News 2 at 11	CM	11-1135p	1111111	:30	7	\$350.00	P-3	0.00	NM	7	\$2,450.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1111111	7		\$350.00		0.00						
E 15	WFMY	10/15/12	10/19/12	Late Late Show Late Late Show	CM	1235-135a	1-1-1--	:30	3	\$10.00	P-4	0.00	NM	3	\$30.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-1-1--	3		\$10.00		0.00						
E 16	WFMY	10/20/12	10/20/12		CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00

Order / Rev: 721564  
 Alt Order #: 06368389  
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: McCrory for NC Governor  
 Product Desc: MCCRORY FOR GOVERNOR  
 Estimate: C15C21

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Good Morning Show Satu															
Good Morning Show Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S-	1		\$70.00		0.00						
E 17	WFMY	10/21/12	10/21/12	Good Morning Show Sun	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
Good Morning Show Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$70.00		0.00						
E 18	WFMY	10/21/12	10/21/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
CBS Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$200.00		0.00						
E 19	WFMY	10/20/12	10/20/12	Sat Prime C	CM	10-11p	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
48 Hours															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S-	1		\$750.00		0.00						
E 20	WFMY	10/21/12	10/21/12	Sun Prime D	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
The Mentalist															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$900.00		0.00						
													Totals	87	\$19,670.00